Impacts of Shared Mobility
Charity providing:

- Guidance
- Networks
- Research
Sources

- CoMoUK car & bike share surveys
- Independent verification
- Scooters – trials and overseas research
Bike share: Gender split

The gender split of bike share users is much more even than for general cycling.

44% Female
53% Male
(3% non-binary/prefers not to say) (2020)
New cyclists

Bike share is a tool for re-engaging cyclists

50%

Half of bike share users said that bike share was their catalyst to start cycling again

comouk
supporting shared transport
BIKE SHARE PROVIDED AN ALTERNATIVE TO PUBLIC TRANSPORT DURING THE PANDEMIC

29% REPORTED USING BIKE SHARE AS AN ALTERNATIVE TO PUBLIC TRANSPORT AS A RESULT OF COVID-19
Physiological health benefits are a major reason for use of bike share. 48% specifically reported on exercise/physical health benefits as reasons why they choose to use the bike share scheme.

Mental health benefits are a major reason for use of bike share. 32% reported on mental health benefits as reason why they choose to use bike share schemes.
Ownership

BIKE SHARE IS A COMPLEMENT TO OWNERSHIP

12% OF USERS WENT ON TO BUY A BIKE

37% USE A PERSONAL BIKE AS WELL AS BIKE SHARE
E-bike use

- Cycle up hills: 52%
- Reduce my journey time: 42%
- Avoiding fatigue or getting sweaty: 39%
- To travel longer distances: 36%
- To make cycling more enjoyable: 32%
- Health difficulties or fitness levels: 13%
- To try-before-you-buy: 0%
Car reduction

**Bike Share Reduces Car Use**

29% of respondents would have made their last trip by car (driver or passenger) or taxi, if bike share had not been available.

**Shared E-Bikes Reduce Car Use Even More Than Conventional Bike Share**

48% of respondents using e-bikes said they used their cars ‘less often’ as opposed to 36% of the whole sample.
Poll 1
CoMoUK Car Club Report

- Online member survey
- Operator data
- Interviews
Reduced emissions

**CAR AGE**

1.6 YRS
Average age of car club cars

**CARBON EMISSIONS**

26.5%
Less emissions for the average car club car compared to the average UK car
Air quality

CAR CLUBS: AIR QUALITY

100% of cars in the public fleet are Euro 6 and therefore Ultra Low Emission Zone compliant.

89% reduction in NOx emissions, this is an 89% and 67% reduction respectively from the UK average (0.32 and 1.16 g/km).

72% reduction in PM2.5 emissions, these are also significantly lower than the UK average car and van, with car clubs achieving 72% and 90% reductions, respectively.
Car replacement figures

We estimate from survey responses that each car club vehicle replaces:

- London: 23.5 private cars
- Scotland: 10
- England & Wales: 9
- Great Britain average 18.5
Reasons for use

- 12% No public transport option.
- 14% Need a shorter journey time
- 14% Public transport would have taken too long.
- 22% Carrying luggage or bulky items.
- 10% Going to more than one place
Saving money

Ownership is expensive for such low-car households

20% of respondents stated that they couldn’t afford to own a car and this was their reason for joining the car club.
Electric car clubs

- 10% of the cars are electric.
- Less than 1% of cars in the UK are electric vehicles.
- Over 80% were satisfied with the electric car club experience.
- Only 31% were satisfied charging points.
CoMoUK Car Club Research

Since the start of the Covid-19 pandemic, users reported that usage of car club vehicles
- decreased 32%
- stayed the same 33%,
- increasing use 28%.
Scooter trials UK

- UK trials
- 50+ locations
- 11+ operators
- On-street hire and long-term leasing
- Extensions & expansions
Ridership

Range from 2-7 rides per scooter per day

Accident numbers are low
Mode shift from car or taxi

• 10-17% (UK unofficial data 2021)
• 34% (Portland City, 2018)
• 21% (Lisbon 2019)
• 10% (France 2019)
Safety

- Training
- Variable speeds
- AI devices
- Sounds
- Parking hubs
Quotes

“Convenient, cheap, reliable and fun. Really hope the trial is a success and they are here to stay”

"Real enjoyable experience, eco friendly"
Competing modes

- 22% Shared Electric Bikes
- 26% Non-Electric Bike Share
- 14% Shared Electric Scooters
- 28% A Mix of Bike Share and E-Scooters
- 9% Not Sure
Poll 2